



U.S. Immigration  
and Customs  
Enforcement

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# News Release

## **ICE SEIZES MORE THAN \$160,000 WORTH OF COUNTERFEIT GOODS AT TALLADEGA SUPER SPEEDWAY**

*7,100 pieces of merchandise seized*

TALLADEGA, Ala.—The Department of Homeland Security’s U.S. Immigration and Customs Enforcement (ICE) today announced the results of enforcement actions targeting the sale of counterfeit goods here resulting in the seizure of more than 7,100 various pieces of counterfeit merchandise valued at approximately \$160,000, a 36-foot vendor trailer valued at \$16,000 and \$1,100 in cash.

“**PROJECT RACEDAY**” was launched as a partnership between ICE, the Calhoun County Alabama Task Force and private industry and targeted criminal organizations and individuals selling counterfeit merchandise in the days leading up to the Talladega Super Speedway NEXTEL Cup Series Arron’s 500 NASCAR race.

Building on lessons learned during “OPERATION END ZONE” during Superbowl XXXIX, ICE agents in Talladega conducted outreach presentations with private industry and other business forums to educate the public and business community leaders about ongoing ICE anti-counterfeiting enforcement initiatives.

“The creation, smuggling and sale of counterfeit goods is not a victimless crime,” said Kevin Delli-Colli, Deputy Assistant Director of ICE Financial and Trade Investigations. These products are produced illegally harming the trademark holders, smuggled into the country and distributed by organized crime groups, and sold to the detriment of local businesses and communities who derive no financial gain from the illegal sales. ICE is committed to an aggressive approach towards enforcing the nation’s Intellectual Property Rights laws.”

Ten teams of investigators, comprised of ICE agents, Blazer security consultants and local law enforcement, seized counterfeit merchandise and other souvenirs that violated Trademark laws from a variety of locations including flea markets, souvenir stands and private vehicles.

According to the United States Trade Representative U.S. industry loses between \$200 and \$250 billion annually to counterfeit products and other Intellectual Property Rights (IPR) Violations. As the largest investigative arm of the Department of Homeland Security, ICE plays a leading role in targeting criminal organizations responsible for producing, smuggling, and distributing counterfeit products. In Fiscal Year 2004, ICE agents arrested 218 individuals and brought 140 indictments for IPR violations, roughly double the 132 arrests and 70 indictments brought by ICE the prior fiscal year.

Additionally, ICE agents and U.S. Customs and Border Protection (CBP) officers together made 7,255 seizures of counterfeit goods worth \$138 million in FY 2004, up from the roughly 6,500 seizures worth \$94

million the prior fiscal year. Jointly, ICE and CBP have seized more than \$600 million worth of counterfeit goods from FY 1998 through FY 2004.

# ICE #

*U.S. Immigration and Customs Enforcement was established in March 2003 as the largest investigative arm of the Department of Homeland Security. ICE is comprised of five integrated divisions that form a 21st century law enforcement agency with broad responsibilities for a number of key homeland security priorities.*